

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL BOARD MEETING  
MINUTES**

July 23, 2013– 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

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Present: Sarah Valiquette-Thompson, Councillor Pete Bowen, Susan Willsey, Eric Cathcart, Ron Spencer, Bob Willsey  
Regrets: Nick Rasetta, Mariano Tulipano, Helen DiPardo  
Also Present: Lisa Thomson-Roop

**1. Open Session**

**2. Chair – Sarah Valiquette-Thompson**

**3. Call to Order – 6:05pm**

**4. Approval of Agenda**

**5. Disclosure of Interest**

13b. Councillor Pete Bowen: A sponsorship cheque for the Beatles Celebration is listed as a payable. Councillor Bowen is an organizer of the event..

**6. Deputations**

**7. Minutes**

June 18, 2013 - *Carried*

**8. Closed Session**

**9. Open Session**

**10. Motions arising from Closed Session Discussions**

**11. Correspondence – Information Items**

- a. Office of the Mayor – Mariposa Tag Days
- b. Treasury Department – DMB Budget Report
- c. Treasury Department – DMB Detailed Trial Balance Sheet
- d. Development Services Department – Committee of Adjustment –Notices of Decision
- e. Office of the City Clerk – Sign Bylaw Amendment Request
- f. Free the Children Orillia – Use of Market Square Parking Lot
- g. Treasury Department – DMB Budget Report
- h. Treasury Department- DMB Detailed Trial Balance Sheet
- i. Paul Weber, Lakehead U – Thank you for Sponsorship

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- j. Laura Thompson, EDC- EDC – DMB Directional Billboard Update  
*Received as information.*

**12. Correspondence – Action Items**

- a. Office of the City Clerk – Special Saturday Transit  
*Received as information.*
  
- b. Public Works – Special Saturday Transit –

**Motion 1**

**Moved: Ron Spencer**

**Seconded: Susan Willsey**

**“THAT the Downtown Orillia Management Board recommend to Council to establish a special Saturday transit route from the Port of Orillia to the location of the Farmers’ Market.**

**AND THAT the DMB is interested in multi-partnership.”  
Carried.**

*Direction: The DMB supports the idea based on a multi-partnership to begin in 2014. Designated stops along the main street must be incorporated. A small bus with attractive signage is recommended rather than a City transit bus. Run only during high season at the Port. Request more details.*

- c. Office of the City Clerk – Peter Street Art District Designation

**Motion 2:**

**Moved: Bob Willsey**

**Seconded: Eric Cathcart**

**“THAT the Downtown Orillia Management Board recommend to Council to support the designation of the Peter Street Arts District.”  
Carried.**

- d. Dan Landry – Request to provide comment on the Economic Impact of Ride for Sight -

*Direction: Provide the following comment. Don’t believe there was a noticeable impact of this event at Downtown businesses. As the entrance/exit route does not go through the downtown so they likely patronize businesses along*

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*highway 12. However, the DMB regrets the loss of any event such as this that attracts a large amount of people, as we recognize it helps other businesses in the community, who then patronize the downtown businesses.*

- e. Champagne Thomson- Youth Component Ashiko World Music Festival

**Motion 3**

**Moved: Bob Willsey**

**Seconded: Eric Cathcart**

**“THAT the Downtown Orillia Management Board request the closure of the Market Square Parking lot on behalf of the Ashiko World Music Festival to house the Youth component of the festival on Saturday September 7, 2103.**

**AND THAT the DMB provide barricades for the event.”**

**Carried.**

*Direction: Send a letter to Krista Storey at the Opera House to have her mention to the construction crews if feasible that an extra clean-up that weekend would be appreciated for appearance.*

- f. Zephyr Art Gallery – New Exhibit Sponsorship Request

**Motion 4**

**Moved: Susan Willsey**

**Seconded: Pete Bowen**

**“THAT the Downtown Orillia Management Board receive the correspondence as informational.**

**AND THAT staff continue to support the gallery and its exhibits through social media.”**

**Carried.**

- g. Laura Thompson, EDC – Business Expo

**Motion 5**

**Moved: Susan Willsey**

**Eric Cathcart**

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**“THAT the Downtown Orillia Management Board provide \$125.00 Downtown Dollars to the Orillia and Lake Country Business Expo to be debited from the Business Recruitment Account.**

**AND THAT the DMB promote the event and encourage members to take part via e-blasts and newsletter.”**

**½ price**

**Carried.**

*Direction: Offer \$250 at half price.*

- h. Winter Carnival Committee- 2014 DMB Features Commitment

**Motion 6**

**Moved: Eric Cathcart**

**Seconded: Bob Willsey**

**“THAT the Downtown Orillia Management Board enter into a formal partnership with the Orillia Winter Carnival Committee and organize a crew to manage the “fun on the run” giant slide down the main street for the event.**

**Carried.**

- i. Orillia Public Library- Teen Survivor Program – *Received as information.*  
*Direction: Suggest to the library to contact businesses directly, offer to send notice to membership on Library’s behalf.*
- j. William Horbal – Parking Ticket

**Motion 7**

**Moved: Eric Cathcart**

**Seconded: Bob Willsey**

**“THAT the DMB offer \$30 Downtown Dollars and 2 comp tickets to the Opera house ‘LOL’ show to William Horbal.”**

**Carried.**

*Direction: Councillor Bowen will follow up with Mayor. Lisa will contact Dick Paterson and ask about larger signage.*

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**13. Reports**

- a. Personnel/Staff Task Report Update –  
*Direction: email façade grant package and CDC loan program to the owner of the Brownstone. Begin discussion about a shop locally mural or welcome to downtown mural partnership on his building.*
  
- b. Financial Report – *Pete Bowen left the table during the discussion as he had declared a conflict as one of the payables was a sponsorship of the Beatles Celebration Event. He’s an organizer.*

**Motion 8**

**Moved: Bob Willsey**

**Seconded: Eric Cathcart**

**“THAT the Downtown Orillia Management Board pay all the financials dated prior to July 23, 2103.”**

**Carried.**

- c. Streets Alive! and Future Events  
The DMB must make an effort to balance the blocks.
  - Fixed stages at either end of the street. Library and perhaps Peter Street.
  - Program entertainment on Saturday’s during the high season.
  - Publish a schedule/program outlining the programing all season, in some cases it would enhance programming of another event, such as Blues, Mariposa, or Beatles other times it could be programed with children’s entertainment, duo etc.
  - Start with programing the stage area at the library in 2014 as there is already a space by the fountain to do that. Work on the second stage down the street later.*Direction: Send a letter to the library and Opera House and ask for input. Ideally they can provide entertainment on the stage on some Saturdays too. Gauge their interest in partnering beginning in May 2014.*
  
- d. Recreation Facility –*no report.*

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- e. Events Committee-  
Currently working on the following events: Ashiko, Movies in the Square, ,  
Leacock, Stages, Beatles, Jazz Festival and Culture Days.
- f. Marketing Committee –  
Will have logos to provide at the next board meeting. Moving forward with  
marketing plan.
- g. Farmers Market Transition Committee – *No report. 1<sup>st</sup> meeting is scheduled.*
- h. First Impressions Partnership – Owen Sound

**Motion 9**

**Moved: Ron Spencer**

**Seconded: Pete Bowen**

**“THAT the Downtown Orillia Management Board appoint the following  
board members to create and develop a committee of 8 to participate in a  
the First Impression Partnership with Owen Sound later this summer  
season at a cost of \$800.00**

**Members: Pete Bowen, Ron Spencer, Mariano Tulipano, Lisa Thomson-  
Roop”**

**Carried.**

- i. Website – Missed deadline of July 1<sup>st</sup> for launch of phase 1. *Direction: Get a  
concrete answer for phase 1 launch. Set date of August 1<sup>st</sup> to be online for that  
portion.*
- j. Parking Directory Signage-  
Waiting for Council Approval. Sign up at Port of Orillia.
- k. Outdoor Murals-*Direction: Send a letter to community groups as to murals in  
the works. Develop partnerships to clean up some of the buildings downtown.*
- l. Bike Parking Spaces Stands-  
There’s been a noticeable increase in bike traffic and request for bike racks.  
*Direction: Ron Spencer will prepare a report for the board on options.*
- m. Façade – *No report.*

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- n. EDC – *No report as there was not meeting*
- o. Parking Advisory Committee – *Working on the capital budget.*
- p. Transit Committee - *No report.*
- q. Streets Alive! – Receiving very positive feedback.
- r. Lakehead Update - *No report.*
- s. Chamber Update – *No report.*

**14. Deputation Motions**

**15. Date of Next Meeting** –Tuesday August 20, 2013. –DOMB Board Room

**16. Adjournment 8:10pm**